



STRATEGIC INITIATIVES: COMMUNITY & MEDIA RELATIONS

ALIGNING BOARD PRIORITIES WITH OPTIMIZED RESOURCES

PEOPLE FOCUSED. PERFORMANCE DRIVEN.

Mission Statement

To proactively facilitate the accurate, effective, timely, and consistent flow of public information to internal and external parties of interest, provide community outreach, and serve as the County's liaison with its media partners.

Strategic Initiatives/Support Highlights

Governance

- Expanded opportunities for increased media and citizen outreach via social media, and through additional distribution partners.
- Regularly operates and updates the website www.LeonPhotos.org to easily and efficiently provide public access to high-resolution photos from County events.
- Improving equipment infrastructure to enable continued and expanded coverage of Board meetings and County events, for broadcast on Comcast Channel 16 and through the County's website, to keep citizens better informed and to enhance transparency and public access.
- Continued public education and community outreach for Club of Honest Citizens and Leon County Sales Tax Committee.

Contact Us

(850) 606-5300
www.LeonCountyFL.gov/CMR

EDUCATION, INFORMATION & COMMUNITY OUTREACH

- Community and Media Relations (CMR) continued to play a critical role in the County's efforts to continuously enhance the community's ability to access Leon County government, and to promote transparency and accountability.
 - Collaborated on the successful execution of the marketing campaign for Club of Honest Citizens, which fosters an informed and actively-engaged citizenry.
 - Continued to work with County staff, including the County Attorney's office, to accurately respond to public records requests in a timely manner.
 - Issued approximately 200 news advisories, releases, and notices detailing County activities; facilitated approximately 25 press conferences, community meetings, and events.
 - Actively worked with media partners, including print, television, radio and online to provide accurate and timely information.
- In partnership with Leon County EMS, CMR facilitated the community-wide Press the Chest event, instructing a record-setting crowd of people on proper CPR techniques.
- Helped promote the 2014 Annual Neighborhood Awards Reception, hosted by the Council of Neighborhood Associations (CONA), Leon County and the City of Tallahassee. The awards recognized neighborhood and neighbors of the year through seven respective categories.
- Continued to strive to keep the community informed.
 - CMR delivered more than 100,000 bulletins via the County's digital media subscription service, GovDelivery, which provides resident subscribers with free, up-to-the-minute news at their fingertips.
 - CMR prepared and distributed printed and digital materials on behalf of the County and its departments and divisions.
 - 401% increase in Facebook "likes" and a 98% increase in Twitter followers.
- With the goal of disseminating timely information, CMR continued to maintain informational updates for the County's award-winning Emergency Information Portal (EIP) website, in partnership with other County offices, including Leon County Emergency Management. Visit www.leoncountyfl.gov/EIP to access the Leon County Emergency Information Portal.



Demonstrating Highest Standards of Public Service

Leon County received the 2014 National Association of Counties (NACo) Achievement Award in the category Civic Education and Public Information for the 2013 Annual Report.

